

Amendments to the Specification

Please replace the paragraph starting at page 17, line 19, with the following amended paragraph:

The Day of Week Field has a value “000”, corresponding to Sunday, as noted in Table 3. Since the Day of Week field was not set to “111”—which would have indicated that the Recurring Days field was in use—the Recurring Days field is set to “0000000”. The Start Time of Day is set to “01011010000”, which corresponds to 720 in decimal values, so the start time for the advertisement is 720 minutes ~~seconds~~ after midnight, or 12:00 PM. The Duration Time of Day value is “00000111100”, or 60 in decimal values, corresponding to a duration of 60 minutes for this display period of the advertisement.